

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 2001-118006

(43)Date of publication of application : 27.04.2001

(51)Int.Cl.

G06F 17/60

G06F 3/00

G06F 13/00

G06F 17/30

(21)Application number : 2000-171644

(71)Applicant : YUU UN YAN

(22)Date of filing : 08.06.2000

(72)Inventor : YUU UN YAN

(30)Priority

Priority number : 1999 9945352

Priority date : 19.10.1999

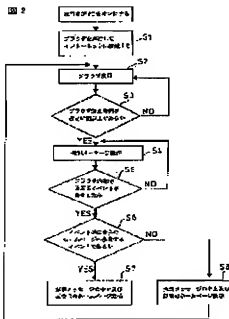
Priority country : KR

(54) ADVERTISEMENT DISPLAY METHOD OF WEB BROWSER HAVING SENSED QUIESCENT STATE OF USER

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an advertisement display method of a Web browser having sensed a quiescent state of a user, which improves advertisement effect by letting the user concentrate on an advertisement by displaying the advertisement contents on the whole or part of the screen of the Web browser without allocating an advertisement area on an original homepage.

SOLUTION: The method comprises a break state time judgment stage for judging whether a break state wherein a user neither moves a mouse nor does input on a keyboard lasts for a time set on an Internet server in the window of a Web browser displaying a specific homepage of a server in the Internet environment, an advertisement display stage for displaying a background picture entirely or partially in the window of the Web browser and displaying advertisement contents on the background picture when the break state lasts for the set time, and an advertisement display quitting stage for interrupting the display of the advertisement contents and background picture and displaying the homepage corresponding to a user's event in the window of the Web browser when the event occurs.



BEST AVAILABLE COPY

LEGAL STATUS

[Date of request for examination]

08.06.2000

[Date of sending the examiner's decision of rejection]

11.03.2003

[Kind of final disposal of application other than